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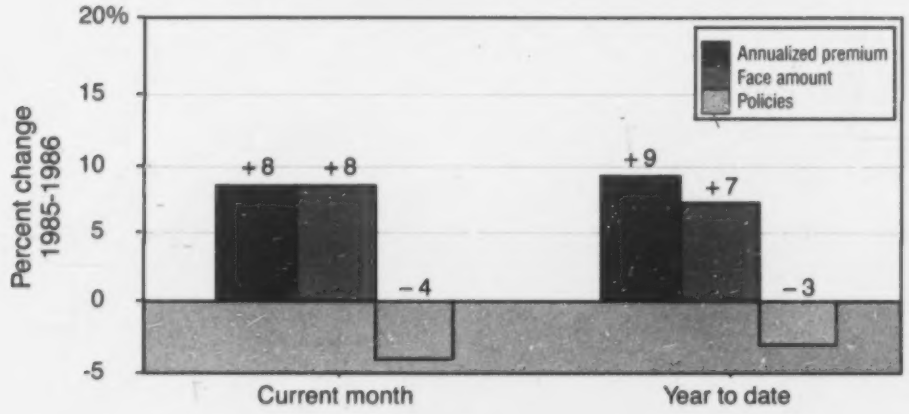
I/R Code 47.40
March 1986

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 34 Companies

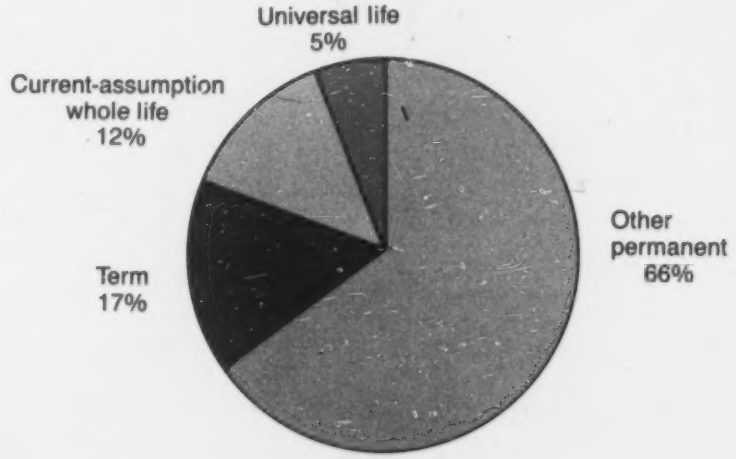
Comparisons with Last Year



Individual Products

Annualized Premium Market Share by Product

14 Companies – Year to Date



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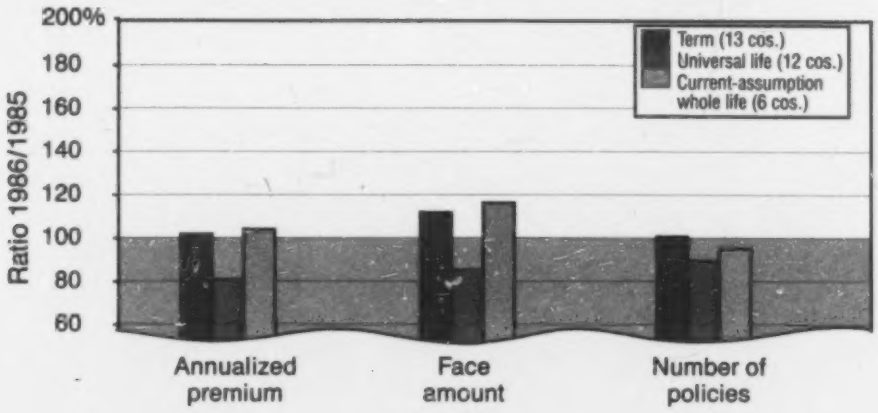
Profit from our research.

Individual Products (cont.)

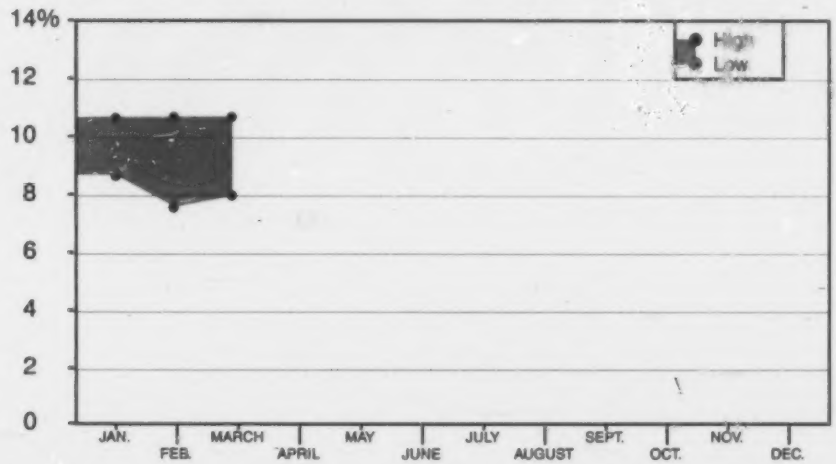
Comparisons with Last Year – Year to Date



Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Term (13 cos.)	Month	$2.95	$136,546	$403
	Year to date	$2.85	$136,007	$388
	Year-to-date ratio	91%	111%	101%
Universal life (12 cos.)	Month	$8.37	$ 81,609	$683
	Year to date	$8.53	$ 79,431	$678
	Year-to-date ratio	94%	95%	90%
Current-assumption whole life (6 cos.)	Month	$4.45	$ 72,551	$323
	Year to date	$4.33	$ 69,746	$302
	Year-to-date ratio	89%	122%	109%
Total sales (34 cos.)	Month	$7.33	$ 69,244	$508
	Year to date	$7.37	$ 69,226	$510
	Year-to-date ratio	103%	110%	113%

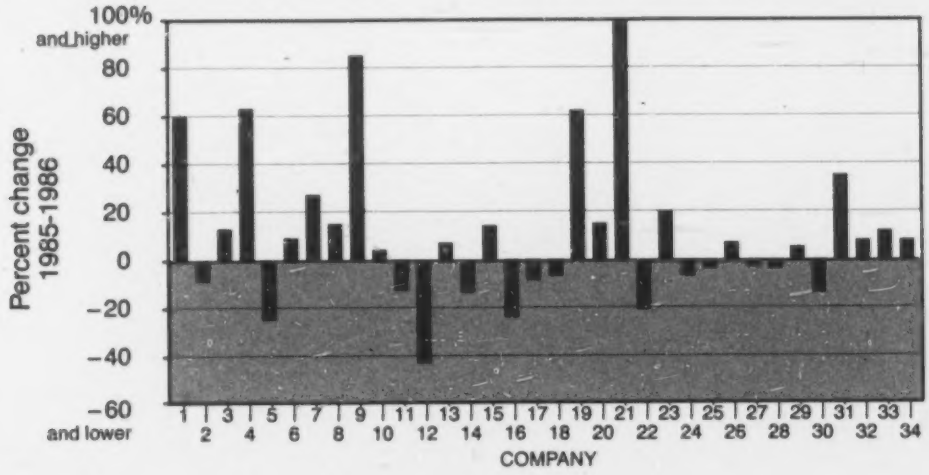
1986 Universal Life Interest Rate Range



Number of plans: 8 10 10

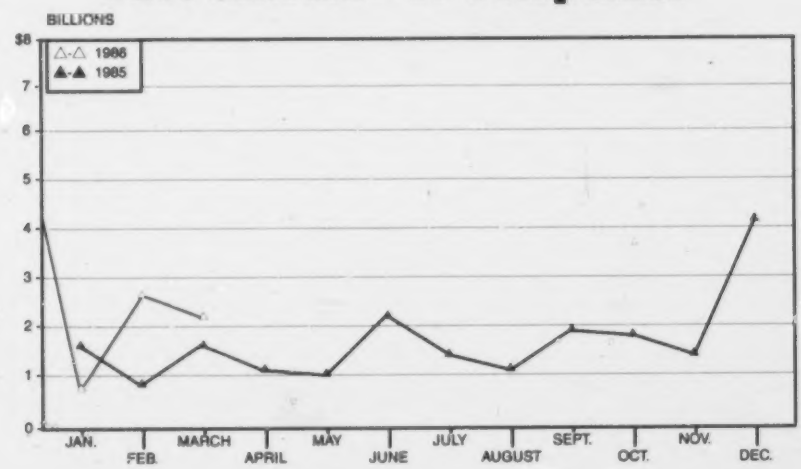
Growth Rates by Company

Annualized Premium Growth – Year to Date

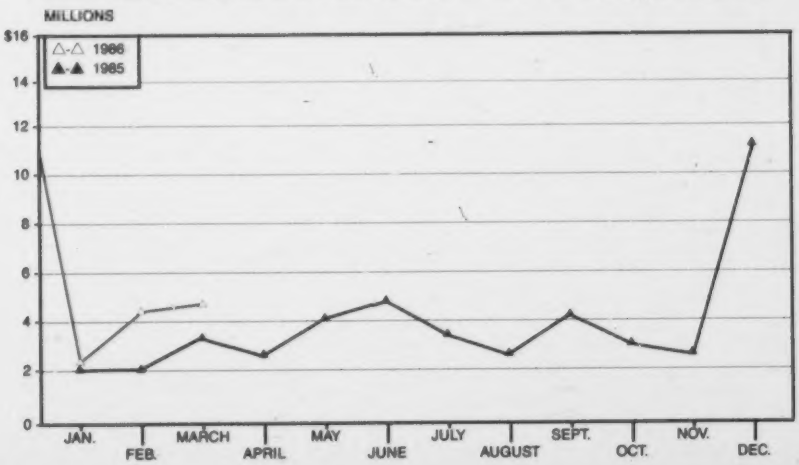


Group Sales

Face Amount – 17 Companies



Annualized Premium – 11 Companies



March Sales*

	Annualized premium (000)		Face amount (000)		Number of policies	
	1985	1986	1985	1986	1985	1986
Ordinary						
Month	$36,671	$ 39,608	$ 4,998,131	$ 5,402,268	81,505	78,018
Year to date	$97,918	$106,906	$13,613,681	$14,508,299	216,430	209,580
Group						
Month	$ 3,468	$ 4,539	$ 1,706,928	$ 2,130,611	–	–
Year to date	$ 7,890	$ 11,372	$ 4,323,046	$ 5,668,021	–	–

*Beginning with this issue, all data will be revised on a quarterly basis to incorporate company corrections.

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 34 companies plus four subsidiary companies operating in Canada. The contributors represent 76 percent of the 1984 Canadian ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 17 companies operating in Canada. The contributors represent 60 percent of the 1984 Canadian volume of new or amended group contracts.

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Contributors

Ætna Canada
Alliance Mutuelle*
Allstate Life of Canada
Assumption Mutual Life
L'Assurance-Vie Desjardins
Canada Life*
Commercial Union Life of Canada†
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*
Imperial Life of Canada*
Industrial Life (Canada)*†
(includes North West Life)
La Laurentienne
London Life*
Manufacturers Life†
Metropolitan Life*
(includes Metropolitan Life of Canada)
MONY Life of Canada
Mutual Life of Canada*†
National Life of Canada*
New York Life*†
(includes New York Life of Canada)
North American Life (Canada)
Prudential (England)*†
Prudential of America*†
Royal Life (Canada)†
La Solidarite
State Farm Life†
Sun Life of Canada*†
Transamerica Occidental Life*
(includes Transamerica Life of Canada)
Travelers Life of Canada†
L'Union-Vie†
Zurich Life of Canada

*Company contributes both ordinary and group data.
Companies contributing group data only: Æterna-Vie and Ætna Life
†Company is included in product market share chart

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